

Message Text

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TAGS: SCUL ETEL EGEN EIND BBAK SEDU CA

SUBJECT: FAULKNER WARNS FILM AND PUBLISHING INDUSTRIES

1. SUMMARY: NEW GOC PRESSURES ON THE FILM DISTRIBUTION INDUSTRY AND ON THE PUBLISHING INDUSTRY TO TAKE INTO ACCOUNT CANADIAN CULTURAL OBJECTIVES WERE ANNOUNCED BY SECRETARY OF STATE FAULKNER IN A BLUNT ADDRESS TO THE ASSOCIATION OF AMERICAN PUBLISHERS AT WHITE SULPHER SPRINGS, WEST VIRGINIA. ADDRESS HAS BEEN GIVEN EXTENSIVE COVERAGE IN CANADIAN PRESS, RADIO AND TV. COPY OF TEXT BEING FORWARDED TO EUR/CAN. END SUMMARY.

2. SPECIFICALLY, FAULKNER IN APRIL 29 SPEECH INDICATED STRONG SUPPORT FOR CANADIAN CONTENT REQUIREMENTS IN BROADCASTING AND RELEVANCE OF THIS MODEL TO THE FILM AREA. ANNOUNCED FORTHCOMING MEETING WITH THEATRE CHAINS AND FILM DISTRIBUTORS TO IMPROVE THEIR PERFORMANCE IN EXHIBITING CANADIAN FEATURE FILMS. THREATENED REGULATION AND LEGISLATION IF THEY DID NOT ACT VOLUNTARILY. (NOTE: PRODUCTION OF FEATURE FILMS IS FINANCED BY A GOC AGENCY- SEE OTTAWA A-46, JANUARY 24, 1975. ALSO SEE MONTREAL A-61, APRIL 23, FOR OTHER PRESSURES BEING EXERTED BY QUEBEC GOVERNMENT.)

3. IN PUBLISHING AREA FAULKNER INDICATED FOREIGN
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SUBSIDIARIES SHOULD DEVOTE GREATER RESOURCES TO

CANADIAN FICTION, POETRY, CRITICISM AND LETTERS.
"THUS I AM SAYING THAT IF YOUR PERFORMANCE HAS NOT BEEN
BAD IN MY COUNTRY, NEITHER HAS IT BEEN WHAT WE HAVE
A RIGHT TO EXPECT IN CONSIDERATION OF THE PROFITABLE
BUSINESS YOU TRANSACT THERE." ALSO STRESSED "FIRM
PERSONAL BELIEF" THAT THE FIELD OF EDUCATIONAL
PUBLISHING-- ESPECIALLY IN THE SOCIAL SCIENCES--
IS A NATURAL AND LOGICAL ONE FOR CANADIAN OWNED
HOUSES TO OCCUPY. CATEGORIZED DOMINATION OF FIELD
BY ADAPTATIONS OF AMERICAN, ENGLISH AND FRENCH BOOKS
AS "DANGEROUS." CALLED FOR CURRICULUM MAKERS (I.E.,
LARGELY PROVINCIAL EDUCATIONAL MINISRIES) TO GIVE
CANADIAN HOUSES A PREFERENCE IN THIS AREA.

4. ON MORE GENERAL BASIS FAULKNER TOLD AUDIENCE
THE AMERICAN PUBLISHING INDUSTRY WILL SEE "US IN
CANADA TAKING MEASURES TO ENSURE THE HEALTH OF OUR
INDIGENOUS PUBLISHING INDUSTRY. THOSE MEASURES, I
TELL YOU FRANKLY, WILL INCLUDE THE CAREFUL SCRUTINY
OF ANY IMPENDING NEW FOREIGN PRESENCE IN CANADIAN
BOOK PUBLISHING." IN CONCLUSION, HE DEFENDED THE
TAX LEGISLATION AFFECTING TIME AND READER'S DIGEST
AND ADDED THAT NEITHER IN THIS "NOR IN ANY FUTURE
ACTION RELATING TO CULTURAL MATTERS, WILL WE
THREATEN ANYONE'S FREEDOM TO PUBLISH NOR ANYONE'S
INTELLECTUAL FREEDOM." APPEALED FOR RECOGNITION
BY THOSE "WHO DO BUSINESS IN CANADA TO RECOGNIZE
THAT WE HAVE OBJECTIVES AS A NATION, TO UNDERSTAND
WHAT THOSE OBJECTIVES ARE, TO PERCEIVE THAT THEY
ARE NOT INIMICAL TO YOU EITHER AS BUSINESSMEN OR
AS AMERICANS."
JOHNSON

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